



New Jersey State Council on the Arts Visual Identity Manual 2017 / 2018

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We believe the arts are central to every element we value most in a modern society including: human understanding, cultural and civic pride, strong communities, excellent schools, lifelong learning, creative expression and economic opportunity.

About This Manual

The State Arts Council's investment in your work is something you can be proud of. Publicizing your Council grant and acknowledging Council support in your promotional materials helps to reinforce the importance of public support for the arts in New Jersey.

This Visual Identity Manual contains the conditions referenced in Attachment D of your grant contract and explains the proper uses of the State Arts Council logo, how to link to the State Arts Council website, and the appropriate crediting language by grantee type. Exceptions due to space or other limitations will be considered on a case by case basis.

If you have questions about how to properly comply with these conditions, please contact Allison Tratner at (609) 292-4524 or Allison.Tratner@sos.nj.gov.

Acknowledgments & Publicity Agreements

Grantees of the New Jersey State Council on the Arts agree to comply with the following:

1. Credit must be given to the State Arts Council in all print and web materials for activities that include Council funds in accordance with this manual. Proper acknowledgment includes use of the State Arts Council logo, link to the State Arts Council website, and appropriate credit statement as detailed later in this manual.
2. All programs and/or playbills produced by a grantee that are 8 pages or longer, must include a full page advertisement for the New Jersey State Council on the Arts, and a full page advertisement for Discover Jersey Arts (DJA).
3. Grantees must list the New Jersey State Council on the Arts by name in all written acknowledgments such as press releases and announcements. When it is not possible to list the full name of the New Jersey State Council on the Arts, please use NJ State Council on the Arts or State Arts Council.
4. When requested, the grantee will supply the New Jersey State Council on the Arts with images and video for use in internal and external communications and advertising in the State of New Jersey.
5. The Discover Jersey Arts (DJA) logo must be used in all promotional materials including brochures, advertisements, web materials, etc. Websites should link the DJA logo to the DJA website: www.jerseyarts.com.

RESOURCES

State Arts Council Advertisements

www.artscouncil.nj.gov

Discover Jersey Arts Advertisements

www.jerseyarts.com/JAM/downloads

State Arts Council Logos

www.artscouncil.nj.gov

If you have a question about your specific grant type, please contact your program officer for clarification. A list of programs officers as well as executive staff can be found by pasting the link below into your web browser:

<http://nj.gov/state/njsca/pdf/fy2018-njsca-staff-list-2.pdf>

Grantee Crediting Statements and Logo Uses: Direct Council Grants

The Council's direct grants are awarded to New Jersey based, nonprofit organizations or units of local government with single or multi-year commitments, depending on the specific grant program. Each of these grants typically run on the fiscal year July 1 through June 30, and most require a schedule of reporting through the online SAGE system. Grantees meet with Council staff about the ongoing work on an as-needed basis.

PROPER CREDITING STATEMENT

“Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.”

PROPER COUNCIL LOGO FILE

Please use Council logos from the set with file names that begin with “NJSCA_Logo_DCG_Credit” – they have the crediting statement embedded in the logo file itself in the required size, font, and proportion.

Crediting statement is built into the logo file and will always be positioned as shown.



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

Grantee Crediting Statements and Logo Uses: Co-sponsorships / Partnership Grants

The Council partners with New Jersey based, nonprofit organizations or units of local government to carry out priority projects that address shared goals. These partnership grants, or co-sponsored projects, are single or multi-year commitments, depending on the specific program goals, and each follows a schedule of reporting through the online SAGE system. Grantees meet with Council staff regularly and mutually create, monitor and implement program goals.

These programs have specific publicity requirements dependent on the program at the time of negotiation that will dictate the exact language to be used. Additional questions, please contact Allison Tratner at (609) 292-4524 or Allison.Tratner@sos.nj.gov.

PROPER CREDITING STATEMENT

“[Project Name] is a project of the New Jersey State Council on the Arts and [Partner Organization].”

This crediting statement is to be customized by your organization for the elements shown within the [hard brackets]. The statement is not visually displayed near, nor embedded in, the logo grouping shown below. Instead, it must appear nearby on print and electronic designs as detailed later in this manual.

PROPER COUNCIL LOGO FILE

Please use Council logos from the set with file names that begin with “NJSCA_Logo_Presented_By_” – they have the “Presented By” introduction embedded in the logo file itself in the required size, font, and proportion.

For this grantee type, it is required to add the Partner Logo (your logo) to the right of the Council logo. The requirements for the Partner Logo’s spacing and size are detailed later in this manual.

The “Presented By” introduction is built into the logo file and will always be positioned as shown.



Grantee Crediting Statements and Logo Uses: Local Arts Program Grantees and Re-Grantees

Artists and organizations in all of New Jersey's 21 counties receive State Arts Council funds through the Local Arts program, the Council's partnership program with the 21 designated County Arts Agencies. Re-grantees of County Arts Agencies are required to comply with the terms and conditions set forth by their county, and must acknowledge support accordingly.

PROPER CREDITING STATEMENT

"Made possible by funds from the [County Arts Agency Name], a partner of the New Jersey State Council on the Arts."

This crediting statement is to be customized by your organization for the elements shown within the [hard brackets]. The statement must be visually displayed to the right of the Council logo.

PROPER COUNCIL LOGO FILE

Please use Council logos without the embedded crediting statement and create your own similar to the below. The requirements for building and positioning your own crediting statement next to the Council logo are detailed later in this manual.



Made possible by funds from the
[County Arts Agency Name], a partner
of the New Jersey State Council on the Arts.

Grantee Crediting Statements and Logo Uses: Grants and Awards to Individuals

Individual Artist Fellowship Recipients:

Artists in receipt of a State Arts Council Fellowship award should refer to the guidelines and requirements set forth in the contract administered by the Mid Atlantic Arts Foundation. If you have questions about these requirements, please contact Allison Tratner at (609) 292-4524 or Allison.Tratner@sos.nj.gov.

Folk Art Apprenticeship Grant Recipients Crediting Statement:

All written and verbal information about the work completed during the time of the apprenticeship must include the below crediting statement.

PROPER CREDITING STATEMENT

“This work was funded by a Folk Arts Apprenticeship grant from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.”

Grantees will inform the State Arts Council of their involvement in events related to the Apprenticeship during the term of the contract. Please direct all inquiries and announcements to Kim Nguyen at (609) 292-4495, or kim.nguyen@sos.nj.gov, or PO Box 306, Trenton, NJ 08625-0306.

Color Palette and Typography

LOGO COLOR VALUES

BLACK

CMYK: 75, 68, 67, 70

RGB: 0, 0, 0

000000

PANTONE 186

CMYK: 12, 100, 93, 3

RGB: 208, 17, 43

d0112b

LOGO AND CREDIT STATEMENT FONTS

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Neutraface 2 Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

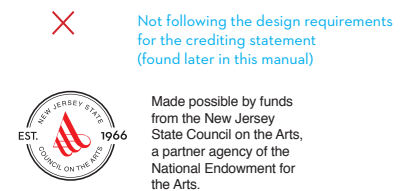
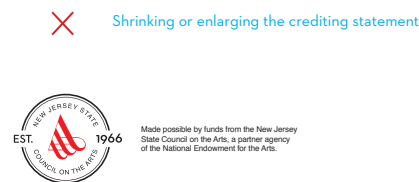
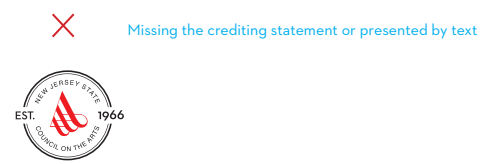
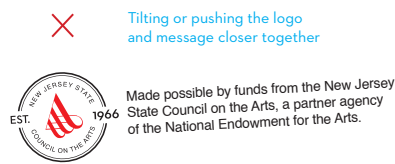
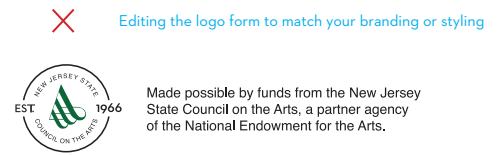
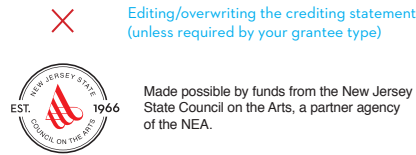
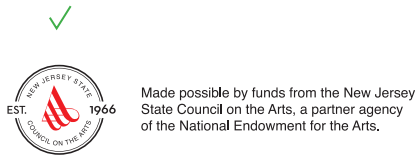
1234567890

LOGO COLOR VARIATIONS



General Logo Misuses

Grantees must avoid modifying logos or logo groupings in ways that their grantee type does not specifically call for, or in ways against the design requirements detailed later in this manual. The following examples use the Direct Council Grant logo (with its built-in crediting statement) to show correct and incorrect uses of the logo.



Logo Grouping Clear Zone and Position

For all varieties of logo or logo groupings across the grantee types, there must be a 0.5" minimum standard clear zone away from other prominent design elements and other organizational logos, including sponsor logos. This is also the minimum distance the grouping can be from the left (or right) and top edge of a design. The grouping must be placed at the top of the piece, flush right or left.



Required Logo Groupings for Specific Grantee Types

Each grantee type requires a grouping or positioning of elements to accurately reflect the crediting of the State Arts Council. The graphical representations below illustrates position, spacing, sizing and font specifications of the various elements.

1 - CO-SPONSORSHIPS / PARTNERSHIP GRANTS

The top and bottom of the inner ring of type reading:
NEW JERSEY STATE COUNCIL ON THE ARTS
serves as the maximum height of the Partner Logo

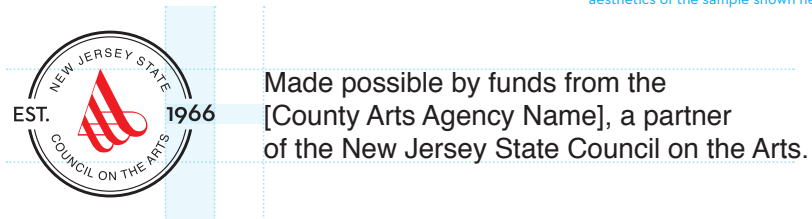
The width of the "1966" is the required
space between the Council logo and
your partner logo



2 - LOCAL ARTS PROGRAM GRANTEES AND RE-GRANTEES

The width of the "1966" is the required
space between the Council logo and
your partner logo

The crediting statement must be in
Helvetica with normal letter spacing and
line spacing to closely resemble the
aesthetics of the sample shown here.



The top of the "A" in "state" and the
bottom of the "A" in "arts" serve as
the maximum height marker for the
crediting statement.

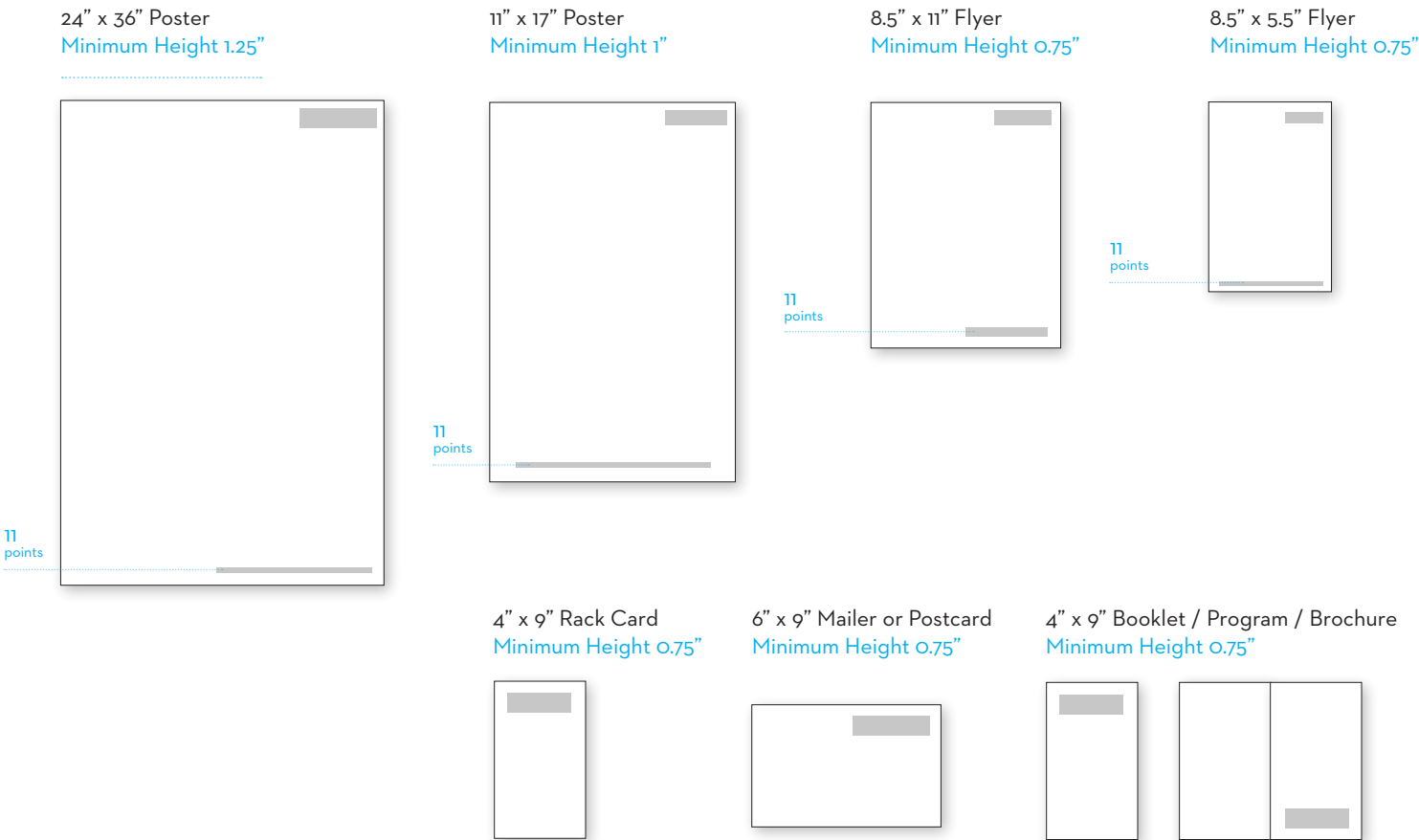
Requirements for Common Print Sizes

LOGO OR LOGO GROUPING SIZE AND POSITION

For print pieces of various sizes, the size of the logo or logo grouping will vary to ensure visibility in the balance of the material’s design. This is determined by setting the height of the Arts Council logo. The logo or logo grouping must be justified either left or right at the top of the piece depending on the needs of the design.

CREDITING STATEMENT SIZE AND POSITION

The size of the crediting statement for Co-sponsorships / Partnership Grants will vary based on the size and type of the piece. Point sizes for the statement are shown below for some popular design sizes. Statements will typically be on the bottom, and can be divided across 2-3 lines for smaller widths, as long as the State Arts Council’s name is not split across lines. The justification of the statement would typically be the same as the logo or logo grouping, but could also be centered if needed.



Large Scale and Outdoor Media

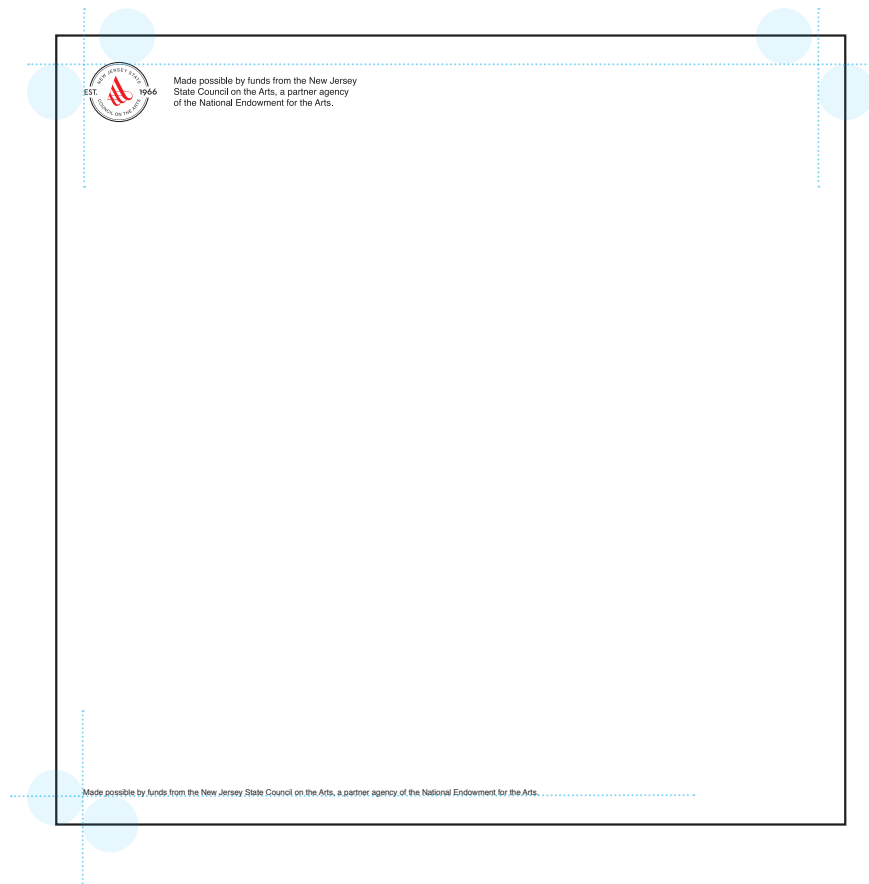
LOGO OR LOGO GROUPING SIZE AND POSITION

For oversize print media, the height of your logo or logo grouping should be 1:10 of the ratio of the piece. The resulting size of the Council logo circle is used to measure the clearance from the edges, which should be half of the circle's size as shown. The logo or logo grouping can be justified either left or right depending on the needs of the design.

CREDITING STATEMENT SIZE AND POSITION

The size of the crediting statement for Co-sponsorships / Partnership Grants will vary based on the size and type of the piece. For these oversize materials, the point size for the statement should equal the height of the "EST." of your final logo or logo grouping. Crediting statements will typically be on the bottom and the justification of the statement would typically be the same as the logo or logo grouping at the top, but could also be centered if needed.

10' x 10' Trade Show Display



Crediting statement shown as an example of point size, not as a correct pairing with the logo grouping shown at the top.

Website and Email Blast Headers

Because a website's design, responsiveness, mobile capability and limitations can impact the options in meeting this requirement, best-case examples can be reviewed by contacting Allison Tratner at (609) 292-4524 or Allison.Tratner@sos.nj.gov.

LOGO OR LOGO GROUPING SIZE AND POSITION

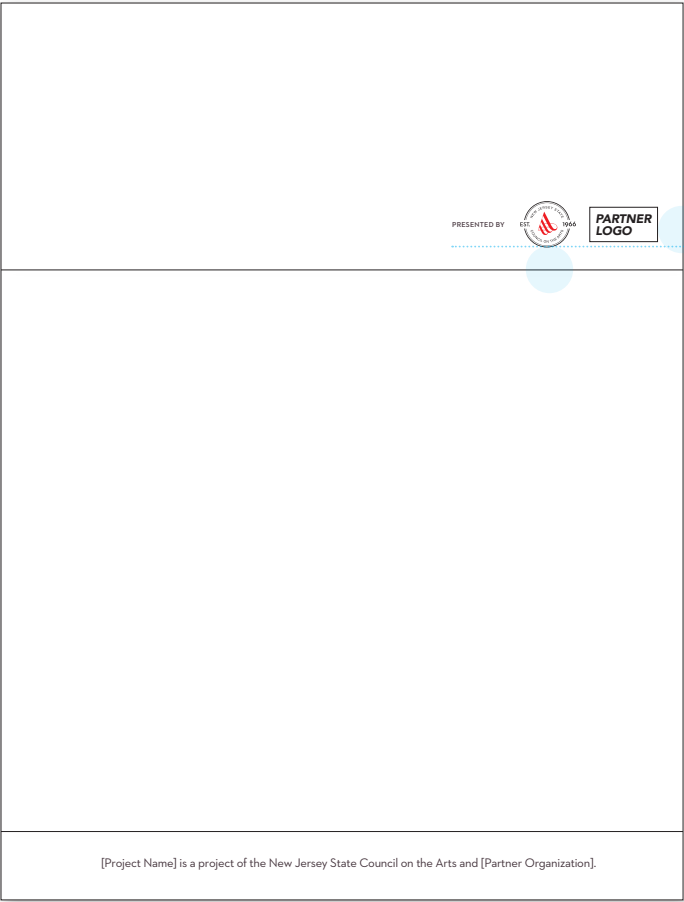
For website and e-mail blast media, the width of your logo or logo grouping should never appear less than 28% of the width of the site or header. It can be justified either left or right depending on the needs of the design and should clear the sides and top of the any container using 50% of the resulting Council logo circle size as shown.

CREDITING STATEMENT SIZE AND POSITION

The crediting statement for Co-sponsorships / Partnership Grants must appear in the footer of the home page or email blast in a san-serif font no smaller than 10 pixels high.

The logo or logo grouping must be displayed on the website in a header area within the first 600 pixels of the home page.

Co-sponsorships / Partnership Grants shown in this example



Crediting statement must appear in website footer and e-mail blast footer.